

728x90 Desktop/Mobile – FLEX TEMPLATES

Cross Platform (desktop/mobile)

1. Add 728x90 Inventory size
2. Choose time-based (sponsorship) or impressions-based (standard)

Inventory sizes [?]

Enter one or more sizes separated by a comma
Target creatives and help forecast available inventory.

Labels [?]
optional

[?] ☐ Allow same advertiser exception.

3. (Optional) Also add 320x50 to run on mobile

Inventory sizes [?]

Enter one or more sizes separated by a comma
Target creatives and help forecast available inventory.

Labels [?]
optional

[?] ☐ Allow same advertiser exception.

5. Add inventory – domainname.com
6. If you are targeting a specific page be sure to add that as well
7. You can also add POS (ATF or BTF) if necessary

Inventory	Browse	Search	Selected criteria	Reset
Key-values and Audience	Back	Ad units >	Inventory	
Geography	Inventory filtered based on sizes (300x250). Show all		Ad units >	
Devices	trib.com		trib.com	x
Connection	<div>trib.com included</div> <div>trib.com_android include ▾</div>			

Add Creative(s)

- If running both Desktop and Mobile, upload both 728x90 and 320x50.
- 728x90 will render on Desktop Only, 320x50 will render on Mobile Only

10. Click Add Creatives then select to Upload Image or paste Third

Third party

A highly customizable, interactive creative. You can use any custom HTML and JavaScript snippets as well as tags from a third-party ad server or DoubleClick for Advertisers.

Flash

A creative containing animation, sound, video, or interactive features. Requires a Flash (SWF) file.

Image


A basic image creative. Requires a GIF, JPG, or PNG file.


Click "Choose File" to Upload Image


Creative: **New creative**


Type: **Image** Advertiser: LEE - Test Company


Name

Image files  No file chosen

Use a remote image 

Destination 


Target ad unit size  728x90

Labels  optional

Or for Third-party Ad Tags




Type: **Third-party** Advertiser: LEE - Test Company

Name

Code snippet 

Paste ad tag code snippet here,
Click Insert Macro if necessary.

Manually insert macros

<input type="button" value="←"/>	Cachebuster 
<input type="button" value="←"/>	Escaped click macro 
<input type="button" value="←"/>	Click macro 
<input type="button" value="←"/>	Width
<input type="button" value="←"/>	Height